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AARP Executive Terry Bradwell Selected for Prestigious Baldrige Executive Fellows Program

WASHINGTON, D.C. — AARP announced today that Terry Bradwell, chief enterprise strategy and innovation officer, has been selected to the prestigious **Baldrige Executive Fellows Program**, the only executive leadership fellowship that provides one-on-one access to leaders of Baldrige Award recipient organizations and the opportunity to learn role-model leadership strategies from these high-performing executives.

U.S. Secretary of Commerce Penny Pritzker has said of the Baldrige Executive Fellows Program, "I am committed to encouraging and enabling organizational success in every dimension of performance. I believe that the Baldrige Executive Fellows Program empowers executives to lead their organizations at new levels of excellence."

"I am thrilled to be selected for such an influential and impactful fellows program and look forward to learning from current and previous fellows and to seeing best practices firsthand through this program," Bradwell said. "AARP is committed to innovation and my participation in this program is another way we are working to disrupt aging."

The Baldrige Executive Fellows will use the Baldrige Excellence Framework as the foundation as they study how world-class organizations and their senior leaders achieve strategic and operational excellence and stimulate innovation. Within a collegial environment, the Baldrige Executive Fellows will have a unique opportunity to compare the perspectives of executives across sectors, share candid advice on leadership challenges, and use the insights they gain to address a strategic challenge or opportunity within their own organizations.

In conjunction with NIST and the private sector, the Baldrige Program manages the Baldrige Award, which was named after Malcolm Baldrige, the 26th Secretary of Commerce, and established by Congress in 1987. The Baldrige Award promotes innovation and excellence in organizational performance, recognizes the achievements and results of U.S. organizations, and publicizes successful performance strategies. The Baldrige Program currently offers the 2015-2016 Baldrige Excellence Framework: A Systems Approach to Improving Your Organization's Performance, which includes the regularly revised and world-emulated Criteria for Performance Excellence; Baldrige Excellence Builder, an entry-level version of the framework; and the Baldrige Collaborative Assessment and other assessment services and resources.

For more information on the Baldrige Executive Fellows and how to apply, go to <http://www.nist.gov/baldrige/fellows/index.cfm>.

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About AARP

AARP is a nonprofit, nonpartisan organization, with a membership of nearly 38 million that helps people turn their goals and dreams into 'Real Possibilities' by changing the way America defines aging. With staffed offices in all 50 states, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands, AARP works to strengthen communities and promote the issues that matter most to families such as healthcare security, financial security and personal fulfillment. AARP also advocates for individuals in the marketplace by selecting products and services of high quality and value to carry the AARP name. As a trusted source for news and information, AARP produces the world's largest circulation magazine, AARP The Magazine and AARP Bulletin. AARP does not endorse candidates for public office or make contributions to political campaigns or candidates. To learn more, visit www.aarp.org or follow @aarp and our CEO @JoAnn_Jenkins on Twitter.

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